

## ABSTRACT

The bachelor thesis Media reception of Jack Kerouac's writings in Czech periodicals aims to chart the Czech media's interest in the work of Jack Kerouac and analyze the critical acclaim of his work. There were chosen especially the reviews and the epilogues for analysis. The goal of this bachelor thesis is reached by the qualitative analysis using the semiotic analysis at the same time. The chapter dealing with life and period historical and literary context precedes the own comparison of the period experts' response – an acquaintance with the author's personality helps to understand the connections of the media reception of his work. Five books by Jack Kerouac were chosen for the analysis in order to – the individual chosen works were written in all decades in which the writer has written actively; the change of the critics' stances to his books from his early career to his creative block is apparent in the text. This bachelor thesis is based mainly on the literary critics' reviews, it draws information from the critical biography *Memory Babe* written by Gerald Nicosia as well as from the interview with forty-five-year-old Jack Kerouac by the poet Ted Berrigan, published as *The Interview with Jack Kerouac for Paris Review*.